



## **ADMINISTRATION DEPARTMENT**

FOR IMMEDIATE RELEASE—November 5, 2012

Peter Brandom 503- 681- 6191; peter.brandom@hillsboro-oregon.gov

### **HILLSBORO NAMED AS TOP 20 FINALIST IN BLOOMBERG PHILANTHROPIES' MAYORS CHALLENGE**

*City's idea selected from over 300 submissions to compete for \$5 million grand prize*

[Hillsboro, Oregon] Today Mayor Jerry Willey announced Hillsboro has been selected as a finalist for the Bloomberg Philanthropies' Mayors Challenge, a competition created to inspire American cities to generate innovative ideas that solve major challenges and improve city life – and that ultimately can be shared with other cities across the nation.

Hillsboro was selected based on its innovative idea to create transportation hubs throughout the community that connect neighborhoods and employment sites with sustainable transportation options. The "GoPoint" platform is built upon new, innovative transportation technologies and services – some promising and some already proven in urban areas – that allow citizens to use alternate travel modes such as bike sharing, car and ride sharing, personal rental cars, hourly rental cars, vanpools, and other means. Hillsboro will now compete against 19 other cities across the country for the \$5 million grand prize as well as one of four additional prizes of \$1 million each.

According to Mayor Willey, "We are incredibly honored and excited to be a finalist. GoPoint Hillsboro is a bold idea because it seamlessly integrates travel hubs with web, mobile and onsite applications to offer individualized travel options. The GoPoint system will provide travelers with real-time information available for trips to, from and within the City based on a coordinated system of hub origin, destination points and transportation options."

A team from Hillsboro will attend Bloomberg Ideas Camp, a two-day gathering in New York City, during which city teams will work collaboratively with each other and experts to further refine their ideas. Coming out of Camp, the Hillsboro team will have access to additional technical support to prepare their ideas for final submission. Winners will be announced in spring 2013, with a total of \$9 million going to five cities to jumpstart implementation of their ideas.

"Congratulations to Mayor Willey and the City of Hillsboro for becoming a Mayors Challenge finalist. The response to the Mayors Challenge was extraordinary: bold and innovative ideas were submitted from every corner of the country. We look forward to welcoming the Hillsboro team to Ideas Camp," said James Anderson, who directs the Government Innovation program at Bloomberg Philanthropies.

The 20 finalist ideas were rated on four key criteria: vision/creativity, ability to implement, potential for impact, and potential for replication. A specially-assembled selection committee, co-chaired by Shona Brown, Senior Vice President and head of [Google.org](http://Google.org), and Ron Daniel, Bloomberg Philanthropies board member and Former Managing Partner at McKinsey & Company where he is still active, helped select the finalist cities.

About the Mayors Challenge: Mayors of U.S. cities with 30,000 residents or more were eligible to compete in the Mayors Challenge. 305 cities representing 45 states across the country submitted applications by September 14, 2012.

The Mayors Challenge is the latest initiative of Bloomberg Philanthropies' Mayors Project, which aims to spread proven and promising ideas among cities. Other Mayors Project investments include Cities of Service, Innovation Delivery Teams, and Financial Empowerment Centers.

To learn more about the Mayors Challenge, visit [bloomberg.org/mayorschallenge](http://bloomberg.org/mayorschallenge).

About the City of Hillsboro: Now Oregon's fifth largest city, with 92,350 people, Hillsboro is helping to grow Oregon's future – from microprocessors to vital industries, centers of commerce and green spaces. Hillsboro is a well-planned, affordable hometown with a strong economic base and one of the state's most diverse populations. It is the high tech corridor for the state and home to a broad range of businesses, large and small, including Oregon's largest employer, Intel. It also has the second busiest airport in the state and the fifth largest school district. Hillsboro hosts the second largest 4th of July parade in Oregon and annual events including a Latino Cultural Festival, Celebrate Hillsboro, and the Oregon International Air Show. [www.ci.hillsboro.or.us](http://www.ci.hillsboro.or.us)<<http://www.ci.hillsboro.or.us>>

# # #